

PHARMSPECTIVE

PRESS RELEASE

For Immediate Release

Pharmspective and Atlantic Information Services Announce Digital Knowledge Management Partnership

**Leading healthcare information providers to create digital information
apps from news and research content**

NEW YORK, NY May 29, 2014 – Pharmspective, a Healthcare Data Knowledge Management Provider, announced today the creation of a partnership with Atlantic Information Services, Inc., a publishing and information company that has been serving the health care industry for more than 25 years. The companies will leverage content from AIS's extensive news and research publications to build digital knowledge management tools for over 23,000 customers.

"Our partnership with AIS represents an important step in Pharmspective's evolution as a Data Visualization partner to healthcare decision makers", said Stephen Reid, Chief Executive Officer of Pharmspective. "AIS is a recognized leader in healthcare data, news, and research focused on market access stakeholders. Combining the assets of our two firms in this partnership will create a new suite of digital information tools with extensive analysis of private and public insurers, Exchanges, ACOs, and emerging stakeholders."

In addition to the development of digital platforms, Pharmspective and AIS plan to share content supporting Pharmspective's ClearView™ ACA Knowledge Management system and PolicyView™ Medical Policy Analyzer. The companies will also develop a payer customer profiling tool for use by Managed Care marketing and sales teams.

Pharmspective and AIS will also collaborate on marketing and distribution, providing additional sales support for each company's existing products.

"We look forward to working with Pharmspective and to making AIS's content available on digital platforms," said AIS publisher Rick Biehl. "This new partnership will provide opportunities for innovation in AIS's delivery of health care news and data and expand the company's capabilities to serve health care business leaders."

About Pharmspective

Pharmspective simplifies Healthcare BIG DATA with easy-to-use knowledge management apps that inform analysis of critical decisions facing healthcare organizations. Follow Pharmspective on Twitter at twitter.com/Pharmspective.

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About AIS

Atlantic Information Services, Inc. (AIS) is a publishing and information company that has been serving the health care industry for more than 25 years. It develops highly targeted news, data and strategic information for managers in hospitals, health plans, medical group practices, pharmaceutical companies and other health care organizations. AIS products include print and electronic newsletters, websites, looseleafs, books, strategic reports, databases, webinars and conferences. Learn more at <http://AISHealth.com>.

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